

ABSTRACT OF THE DISCLOSURE

A system and method of providing a subscriber service to service users in a telecommunications network. In networks utilizing Session Initiation Protocol (SIP) control signaling for call setup and control, the SIP REGISTER message is modified to indicate service capability information and optionally a traffic load indication for service providers. The REGISTER message is sent to a modified Presence and Instant Messaging (PIM) server that stores presence information and the service capability information for registered service providers. The PIM server then notifies subscribing service users of the identity of the service provider that is registered on the network. The PIM server may utilize the traffic load information to balance the traffic load between service providers by providing users with the identity of the service provider that is the most lightly loaded.